

CLAIMS

1. A retractable razor comprising:

a blade support assembly including a blade support and a first mounting element operatively coupled to a second mounting element, the blade support having a first

5 surface configured to mount one of a razor blade and a blade cartridge and further having a second surface configured to define a fixing stem for connection to the first mounting element, the first mounting element defining a hole configured to accept the fixing stem to rotatably connect the blade support to the first mounting element, the second mounting element being movably connected to the first mounting element to slide along the first
10 mounting element, the second mounting element being further configured to couple with the blade support such that, when the second mounting element slides along the first mounting element, the second mounting element engages the blade support to one of extend the blade support and fold the blade support;

a handle assembly including an outer cylinder defining a chamber and having at
15 least a first open end, and an actuating mechanism disposed within the chamber, the actuating mechanism being operatively connected to the first and the second mounting elements such that when actuated the actuating mechanism extends and retracts the blade support assembly from and into the handle chamber; and

an actuating element disposed at a second end of the outer cylinder and
20 operatively connected to the actuating mechanism, the actuating element being configured and disposed to rotate to thereby operate the actuating mechanism.

2. The razor assembly of claim 1 wherein the first mounting element reaches a stationary position prior to the second mounting element engaging the blade support.

3. The razor of claim 2, wherein the actuating mechanism includes an inner cylinder
5 configured such that the outer cylinder receives the inner cylinder through its first open end, and being further configured to operatively couple to the actuating element such that rotation of the actuating element rotates the inner cylinder.

4. The retractable razor of claim 3, wherein the inner cylinder defines one or more
10 tabs in its outer surface, each tab being disposed and configured for insertion into a notch defined along an inner surface of the actuating element to securely connect the inner cylinder to the actuating element.

5. The retractable razor of claim 4, wherein the inner cylinder is further configured
15 to receive the first mounting element operatively coupled to the second mounting element to dispose the first and the second mounting elements therein.

6. The retractable razor of claim 5, wherein the inner cylinder defines at least a first slot and a second slot along its length, the first slot being disposed and configured to
20 accept a first protruding stem defined in the first mounting element, and the second slot being disposed and configured to accept a second protruding stem defined in the second mounting element such that the first and the second mounting elements move along the length of the inner cylinder.

7. The retractable razor of claim 6, wherein the first slot and the second slot are asymmetrically disposed on opposite sides of the inner cylinder.

5 8. The retractable razor of claim 7, wherein the first slot and the second slot have different heights.

9. The retractable razor of claim 8, wherein the first slot and the second slot have different widths and the first protruding stem and the second protruding stem have
10 different sizes such that the first slot is configured to accept exclusively the first protruding stem and the second slot is configured to accept exclusively the second protruding stem.

10. The retractable razor of claim 9, wherein the outer cylinder defines two spiral
15 guide slots along an inner surface, each spiral guide slot extending from a lower region to an upper region of the outer cylinder adjacent to the first open end, each spiral guide slot being disposed and configured to receive one of the first and the second protruding stems such that when the inner cylinder rotates the first and the second protruding stems slide along the spiral guide slots.

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11. The retractable razor of claim 10, wherein at least one of the spiral guide slots is further configured at the upper region to terminate to a detent defined in the inner surface

of the outer cylinder, the detent being disposed and configured to receive one of the first and the second protruding stems.

12. The retractable razor of claim 11, wherein the detent is configured such that when
5 the detent accepts one of the first and the second protruding stems, the blade support assembly is extended from the outer cylinder in a substantially stationary position.

13. The retractable razor of claim 1, wherein the second mounting element slides
10 along the first stationary mounting element using a tongue and groove configuration.

14. The retractable razor of claim 1, wherein the outer cylinder includes a shape that promotes a manual grip.

15. The retractable razor of claim 14, wherein the shape defines a convex outer
15 profile.

16. The retractable razor of claim 14, wherein the shape defines a concave outer profile.

20 17. The retractable razor of claim 1, wherein at least a portion of an outer surface of the outer cylinder includes a coating of a material that promotes a manual grip.

18. The retractable razor of claim 1, wherein at least a portion of an outer surface of the outer cylinder is constructed of a material that promotes a manual grip.

19. The retractable razor of claim 18, wherein the material includes a material that promotes a manual grip when the outer cylinder is wet.

20. The retractable razor of claim 18, wherein the material defines a texturized surface.

21. The retractable razor of claim 18, wherein the material includes a material selected from the group consisting of a rubber, a synthetic rubber, a plastic, a thermoplastic polymer, and any combination thereof.

22. A packaging system for containing and for displaying a product comprising:
a housing including a first portion and a second portion, the first portion removably connected to the second portion and, when connected, defining a chamber to dispose the product therein, the first portion and the second portion further defining an internal configuration to accommodate a shape of the product, and a first closed end and a second open end, wherein when the product is disposed in the chamber, at least a portion of the product extends from the second open end of the housing; and
an insert card disposed between the first portion and the second portion and being substantially planar to support the housing, the insert card having an interior notch disposed and configured to accommodate the chamber of the housing.

23. The packaging system of claim 22, wherein the first portion and the second portion are constructed at least in part of a transparent material to provide visual inspection of the product.

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24. The packaging system of claim 22, wherein a perimeter edge of the interior notch defines one or more tabs, each tab disposed to face the chamber and being configured to couple with the product when disposed in the chamber.

10 25. The packaging system of claim 24, wherein an outer surface of the product includes one or more recesses, each recess being configured to receive and to mate with one of the tabs such that when the product is disposed in the chamber, each recess receives a tab.

15 26. The packaging system of 22, wherein the first portion and the second portion have a substantially similar size and a substantially similar shape.

27. The packaging system of 22, wherein the first portion and the second portion define at least an upper section of a first shape and a first size, and at least lower section
20 of a second shape and a second size to thereby accommodate the shape of the product.

28. The packaging system of claim 22, wherein the first portion and the second portion define one or more sections of a first shape and a first size, and one or more sections of a second shape and a second size to accommodate the shape of the product.
- 5 29. The packaging system of claim 22, wherein the first portion and the second portion define one or more sections having one or more shapes and one or more sizes to accommodate the shape of the product.
30. The packaging system of claim 22, wherein the product is a retractable razor.
- 10 31. The packaging system of claim 30, wherein the portion of the product extending from the second open end of the packaging includes an actuating element configured to activate the retractable razor.
- 15 32. The packaging system of claim 31, wherein the first portion and the second portion are constructed at least in part of a transparent material to provide visual inspection of the retractable razor.
- 20 33. The packaging system of claim 32, wherein the first portion and the second portion define an upper section having an internal size and an internal shape to accommodate one or more moving elements of the retractable razor.

34. The packaging system of claim 33, wherein the internal size and the internal shape of the upper section provide clearance to permit a movable blade support assembly of the retractable razor to move into one or more operating positions without contacting the upper section.

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35. The packaging system of claim 34, the first portion and the second portion define a lower section having an internal size and an internal shape to accommodate a handle of the retractable razor.

10 36. The packaging system of claim 35, wherein the handle defines a convex outer profile.

37. The packaging system of claim 36, wherein a perimeter edge of the interior notch defines one or more tabs, each tab disposed to face the chamber and being configured to
15 couple with the retractable razor when disposed in the chamber.

38. The packaging system of claim 37, wherein an outer surface of the handle of the retractable razor defines one or more recesses, each recess being configured to receive and to mate with one of the tabs such that when the retractable razor is disposed in the
20 chamber, each recess receives a tab.

39. The packaging system of claim 38, wherein the retractable razor remains in a substantially stationary position within the housing when the actuating element activates the retractable razor to one or more operating positions.

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40. A system for containing an item and for displaying operation of the contained item, the system comprising:

10 an item having one or more moving elements constructed and arranged to activate the item to one or more operating states, the item having an actuating element operatively connected to one or more of the moving elements such that manipulation of the actuating element causes one or more of the moving elements to activate the item to one or more of the operating states; and

15 a packaging assembly constructed and arranged to contain the item, the packaging assembly defining an internal configuration sized and configured to contain the item within the packaging assembly and to permit the item to activate to one or more of the operating states, at least a portion of the packaging assembly being constructed of a material for providing a visual inspection of at least a portion of the item, the packaging
20 assembly being further configured to permit at least a portion of the actuating element to extend from the packaging assembly to permit access to and manipulation of the actuating element from an area external to the packaging assembly,

wherein when the actuating element is manipulated a display of the item activating to one or more of the operating states is provided.

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41. The system of claim 40, wherein a portion of the internal configuration is configured to couple the item with the packaging system and to dispose the item in a substantially stationary position within the packaging system.


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42. The system of claim 41, wherein the portion of the internal configuration defines one or more protrusions and the item defines one or more recesses in its surface, each recess being disposed and configured to receive and to mate with one of the protrusions.

10 43. The system of claim 40, further including a clasp configured to couple with the item and to couple the item with the packaging system, and to dispose the item in a substantially stationary position within the packaging system.

44. The system of claim 43, wherein a portion of the internal configuration defines
15 one or more recesses and the clasp defines one or more tabs, each recess being disposed and configured to receive and to mate with one of the tabs when the item is disposed in the packaging system.

45. The system of claim 40, wherein the internal configuration of the packaging
20 system includes a first portion to accommodate one or more stationary/nonmoving elements of the item and a second portion to accommodate one or more of the moving elements of the item.



46. The system of claim 45, wherein the first portion of the internal configuration is sized and configured to provide an internal clearance to permit the item to activate to one or more of the operating states.

5 47. The system of claim 45, wherein the second portion of the internal configuration is sized and configured to conform to a shape of the nonmoving/stationary elements of the item.

48. The system of claim 40, wherein the product is a retractable razor.

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49. The system of claim 40, wherein the product is a retractable toothbrush.